

CHHAVI

Creative Strategist
Brand & Content



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ABOUT ME

I'm a Brand and Content Strategist with 5+ years of experience, who enjoys building things from scratch. I work at the intersection of storytelling, design, and growth, helping early-stage brands find their voice, connect with the right audience, and scale with intention. From shaping early brand narratives to building content, campaigns, and communities, I enjoy wearing multiple hats.

EDUCATIONS

- 2017
2021 • **NIFT, Bengaluru**
Bachelor of Design
- 2004
2017 • **St. Xavier's School, Delhi**

WORK SKILLS

- Brand strategy & marketing, product marketing
- Content strategy, creation & execution
- Social media planning & management
- Community building & networking
- Design thinking, UI/UX, visual design
- Market, consumer & competitor research
- Marketing analytics (Reports and dashboards)
- Project management
- Creative direction, art & storytelling



EXPERIENCE

Oct'2023
Present

• **Senior, Media Marketing Specialist (India, APAC & Global)** *Epsilon, Publicis Groupe*

- Led content and design strategy for Epsilon Insider newsletter (APAC), successfully publishing over 25+ editions to increase engagement.
- Planned and executed LinkedIn + Instagram campaigns across APAC and India, building stronger internal engagement and modernizing the brand's social presence.

- Led brand storytelling campaigns that simplified complex ad-tech and mar-tech narratives, repositioning Epsilon's voice for a younger, digitally aware audience.
- Streamlined product marketing collateral, templates, and brand decks, improving team efficiency and ensuring scalable brand consistency across teams.
- Developed high-performing multi-format content including short-form videos, reels, brand films, campaign scripts, product one-sheets, decks, and enablement assets to support brand and client activation goals.
- Collaborated with Marketing Operations and Analytics teams on Salesforce reporting, dashboard optimisation, and data validation to improve marketing workflows, visibility, and decision-making processes.
- Worked at the intersection of storytelling, strategy, and data — combining creative thinking with performance insights to build campaigns that connect and convert.
- Managed global marketing analytics dashboard projects across cross-functional teams, improving reporting workflows, stakeholder alignment, and data visibility for faster decision-making.

Jan'2022
Oct'2023

• **Creative Lead, Marketing Team**

PayCrunch Pvt Ltd (Fintech)

- Built and scaled PayCrunch's brand identity from the ground up, crafting visual and communication guidelines to ensure a cohesive brand presence across digital, offline, and product touchpoints.
- Conceptualised and executed 360° ATL & BTL campaigns focused on brand awareness, user acquisition, and community-led growth in a fast-scaling startup environment.
- Worked directly with the founders on growth and performance-led marketing strategies, contributing to 20K app downloads in the first 3-month launch cohort.
- Built and managed creator-first community initiatives with 50+ micro-influencers, an in-house creator network, and a 30-member student ambassador program across Tier-1 cities.
- Drove strategic partnerships and collaborations with aligned brands, creators, and youth communities to expand visibility, engagement, and brand relevance.

July'2021
Oct'2021

• **Visual Content Designer, Marketing**

Woovly (Socio e-commerce)

- Designed captivating marketing communication collaterals for social media platforms and ad-campaigns, driving brand visibility, engagement and growth.
- Revamped website's look & feel, restyled 20 onboarded brands eventually reconstructed brand identity; resulting in increased user satisfaction and retention by 30%.
- Collaborating cross-functionally with marketing, product, and growth teams to understand business objectives and translate them into visually compelling designs.

Jan'2021
May'2021

● Visual Merchandise Intern

Allen Solly, ABFRL (Fashion)

- Planned visual merchandising for upcoming Allen Solly stores in South India region using strategic approach to design and layouts that optimized customer flow, enhanced visual appeal, and boosted brand visibility.
- Worked on rebranding the 'Happiness Project' store by crafting brand narratives that resonate with the target audience, establishing a strong emotional connection and loyal community.
- Collaborated with cross-functional teams to create captivating marketing collateral, including signage, posters, and window displays.

Nov'2020
Dec'2020

● Marketing Intern

Forever 21, ABFRL (Fashion)

- Conducted insightful focus group discussions across 8 regions with 120 customers to rebuild brand identity and regain trust, right after it's shocking failure in the market.
- Handled end-to-end execution of the focus group discussions from managing the panel, onboarded customers, incentives, and overall documentation.
- Translated data-driven consumer insights into innovative marketing ideas and strategies to construct targeted marketing campaigns that resonate better with the target audience.

● Other Projects

- Offbeat: Small artist community for dancers (personal project)
- ityadi: Artist personal positioning, creatives & direction
- Van Heusen : Designing props for intimate wear launch



SOFTWARES & PLATFORMS

Adobe Creative Suite | Figma | Canva | MS Office | Notion | Webflow | Google Analytics | Salesforce | ChatGPT | Claude | AI-assisted content & design tools

PROFESSIONAL SKILLS

Brand-First Thinking | Zero-to-One Execution | Founder & Cross Functional Collaboration | End-to-End Ownership | Strategic & Creative Problem Solving | project Management

CO-CURRICULAR

- Cultural Captain (2016-17, St. Xavier's School)
- Cultural Vice President (2018-2019, NIFT)
- Head of Events; Core team; Sponsorship Team (Spectrum, NIFT)
- Trained Classical Dancer & Movement enthusiast



Hey, you made it to the end!
I bet I'm more fun over a call, let's connect.

